

## LOOKING BACK

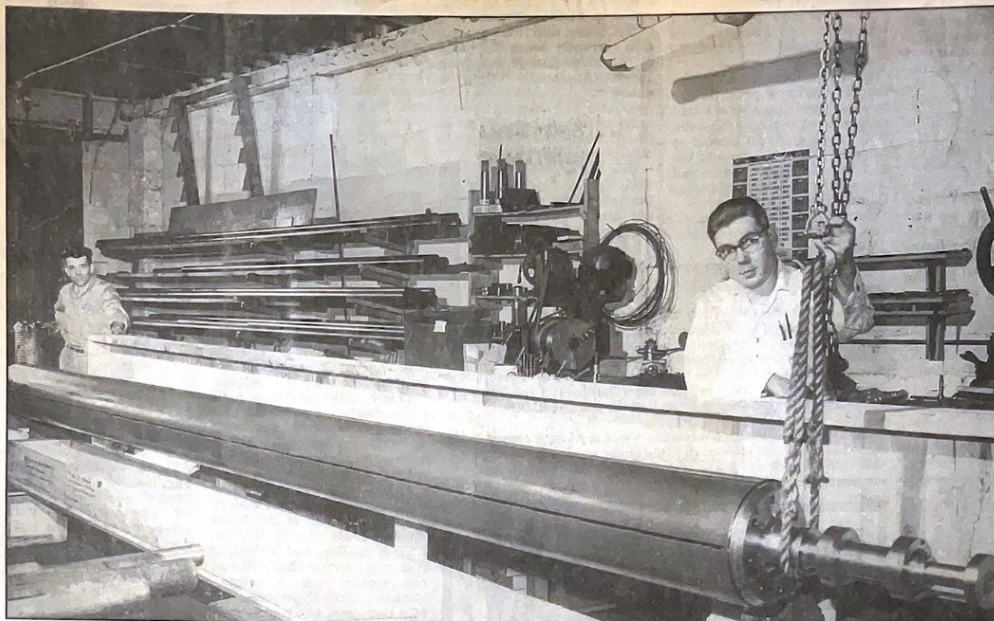


PHOTO COURTESY OF TIDLAND CORP.



Top: Bob Tidland (right) and Red Anderson work with the "210" Beloit-Series 800 machinery at Tidland Corp. in the early 1950s.

Above: Several workers "test" their company's product just inside the main shop building in the early 1970s.

## A Golden Year

**Tidland Corporation celebrates 50 years in Camas**

By Dawn Feldhaus  
Post-Record staff

**G**il Kuhn recently retired from Tidland Corporation after working for the Camas institution for more than 36 years—a length of service that could be considered the rule rather than the exception at the world headquarters of a company that has grown to include manufacturing plants around the world.

Marketing specialist Kasey Stratton said at least 20 of the 130 employees at the Camas plant have worked at Tidland for more than 20 years. The entire Tidland work force, past and present, will be invited to a special 50th anniversary picnic in July.

Kuhn, a journeyman machinist, said many things have changed since the early 1960's.

"When I first started here, we did everything manually, by hand," he said. "Now, most of the stuff is done with a computer—a machine that

See Tidland, page A3

### Continued from page A1

thinks faster than people and moves faster than people. A lot of technology has changed, and our products have changed a lot too."

Kuhn said Tidland has grown from manufacturing plywood sanders and pneumatic shafts to now include a wide variety of airshafts and slitting equipment.

"We have a complete research and development department that we didn't have before," he added.

Tidland manufactures industrial equipment used in the converting process of paper, film and foil. The equipment aids in the winding, slitting and tension control of the roll materials.

Company president Joaquin "Quino" Lorente said Tidland's more than 25,000 customers include the Georgia Pacific paper mill in Camas, Dixie Cup and International Paper, as well as manufacturers of coffee filters, plastic shopping bags and wall paper.

Lorente foresees development of new products and technology, along with increased competition from manufacturers in the Midwest and east coast, in Tidland's future.

### Company history

Charles Robert "Bob" Tidland and his father, Edward "Ed" Harrison Tidland, opened Tidland Machine Company in 1951, six years after Ed patented a pneumatic shaft—a collapsible metal core upon which large rolls of heavy paper could be wound without damage to the center paper.

In 1954, the Tidlands bought out Camas Machine Shop and took one of the company's owners, Art Williams, in as a partner, to become Tidland Machine Company, Inc. Williams was named president after Ed Tidland passed away in 1956 at the age of 68.

In 1969, Bob Tidland became president after purchasing the remaining interest in the company from Williams. Tidland changed the company name to Tidland Corporation and added sales and manufacturing plants in New Hampshire, Brazil, England, Germany and Japan. Since then, Tidland Corporation has also opened plants in India and Australia.

Lorente said Bob Tidland retired from day-to-day operations 15 years ago, retaining the title of chairman of the board, until six years ago when Tidland Corporation was sold to Maxcess International.

Maxcess also owns Fife Corporation and Magnetic Power Systems—companies that manufacture products that are complementary to Tidland's.

Lorente said Bob Tidland created "a very solid company culture."

"He was an outstanding person. He enjoyed every aspect of the business and particularly enjoyed personal relationships. He was a visionary in the sense that he knew that the way to please customers is through quality of the product and services," Lorente said. "These are all key words in today's world, but 50 years ago, he was already talking about product quality. Product quality is what established Tidland as a leader in the industry."

Ann Cappa, administrative assistant and travel coordina-

tor at Tidland, said she has appreciated the family atmosphere of the company while getting to know her co-workers.

"You watch their kids grow and become parents," she said. "The presidents of the company have always maintained a very personal atmosphere, so it's not too corporate."

Cappa, a 27-year employee at Tidland, remembers the days of the typewriter and carbon copies.

"There were no fax machines, personal computers or overnight delivery," she added.

Cappa has also witnessed tremendous growth at Tidland since 1973.

"We had three 'sales correspondents' plus three more in our sales department," she said. "We had, I believe, about five or six people in our engineering department, perhaps five in accounting and three in data processing—as we called it then."

"We had begun our German operation in 1970, and in 1973 we received the President's 'E' award for excellence in exporting," Cappa added.

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